



\$24.9M

Revenue

\$10.5M

Total Profit

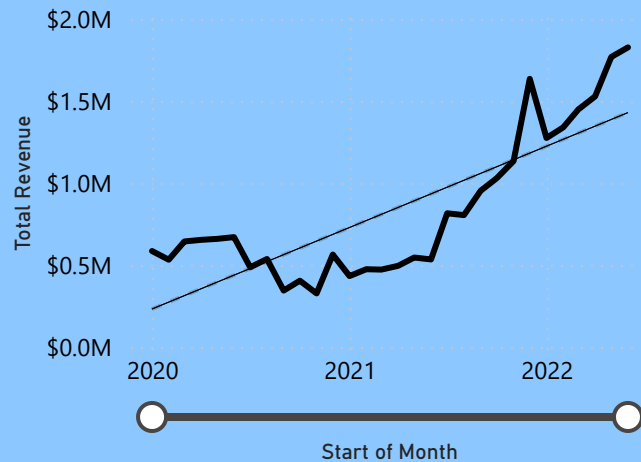
25.2K

Total Orders

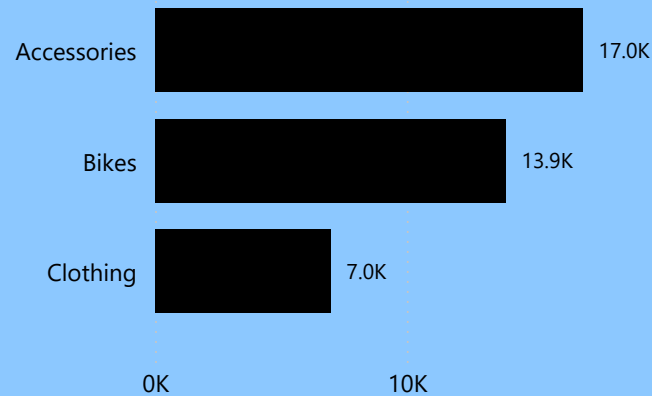
2.2%

Return Rate

### Weekly Revenue



### Orders by Category



Most Ordered product

Tires and Tubes

Most returned product

Shorts

### Monthly Revenue

\$1.83M ✓

Previous month: \$1.77M (+3.31%)

### Monthly Oredrs

2,146 !

Goal: 2165 (-0.88%)

### Monthly Return

166 !

Goal: 169 (-1.78%)

ProductName	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%



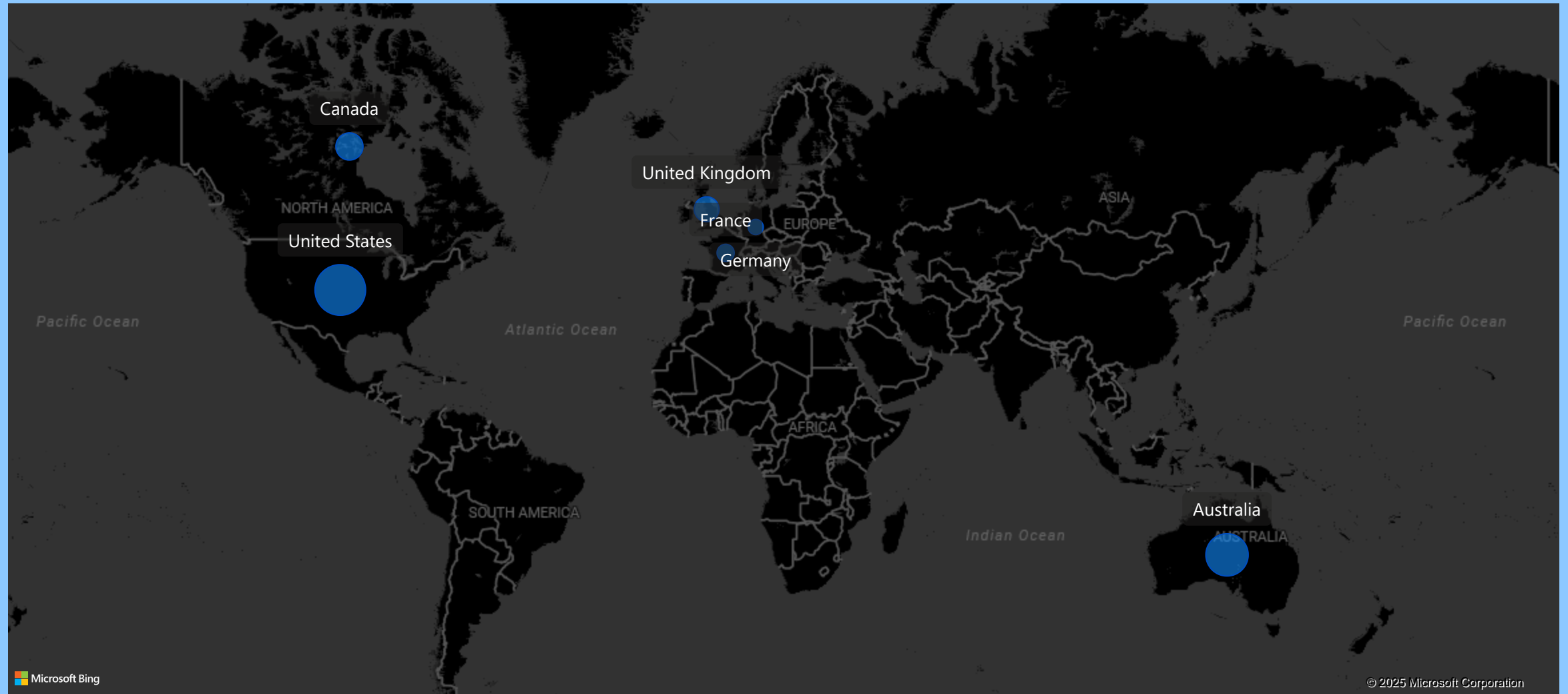


Select all

Europe

North America

Pacific





## Selected Product

# Sport-100 Helmet, Blue

Price Adjustment Percentage

0.00



### Monthly Order vs. Target



### Monthly Revenue vs. Target



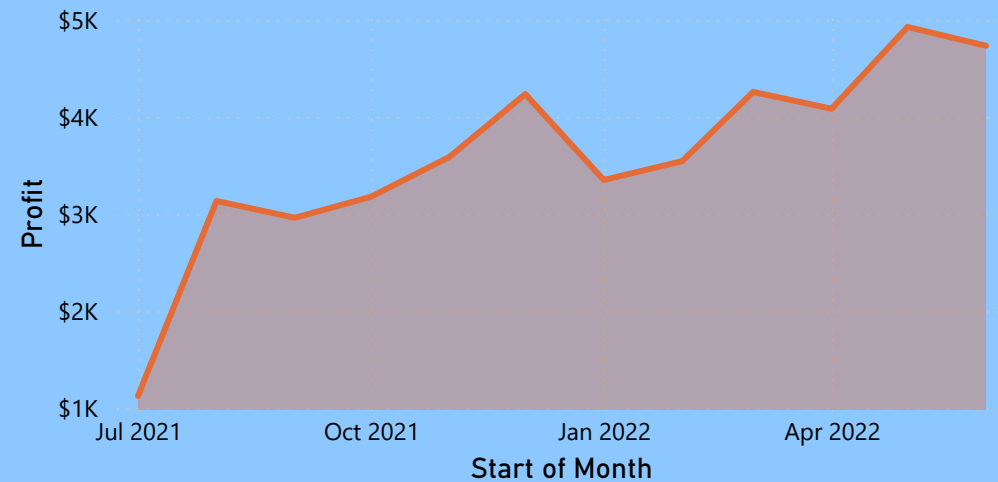
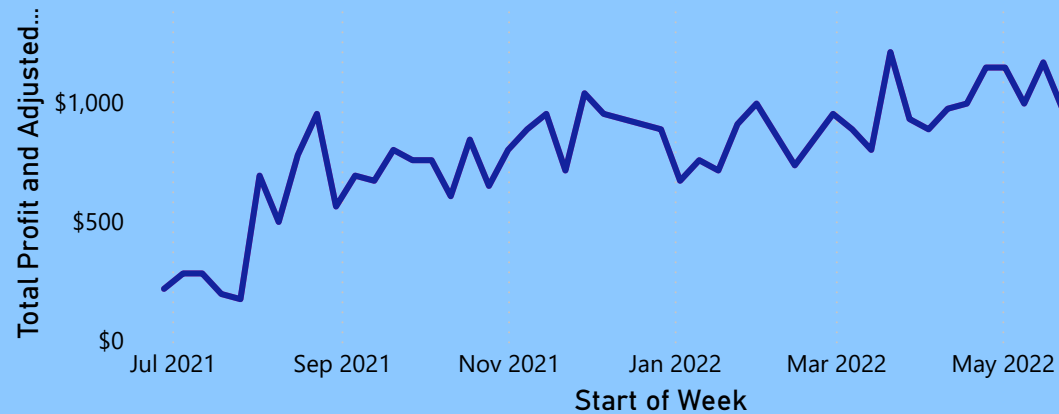
### Monthly Profit vs. target



Product metric selections

- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Rate

● Total Profit ● Adjusted Profit





17.4K

Total Customers

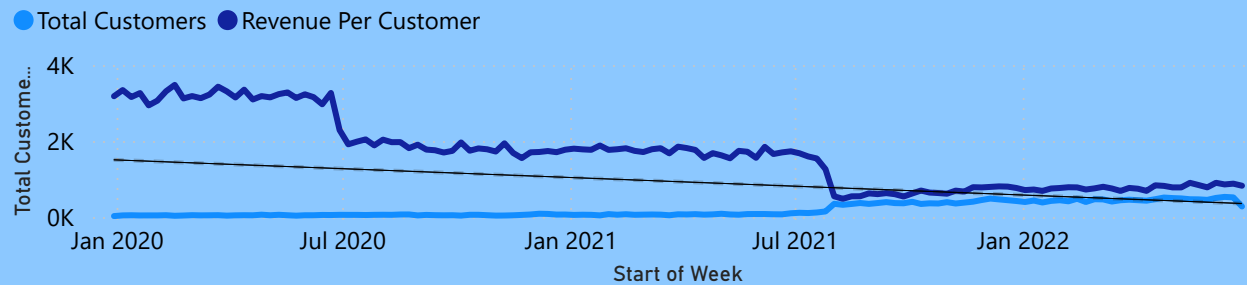
\$1,431

Revenue per Customer

Total Customers

Revenue Per Customer

## Weekly Customers



## Top Customer by Revenue

Mr. Maurice Shan

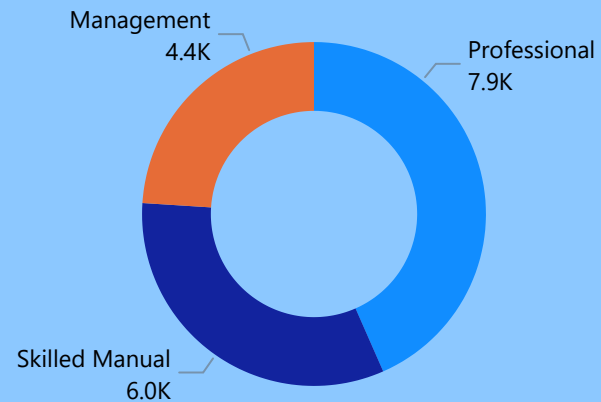
Total Orders

6

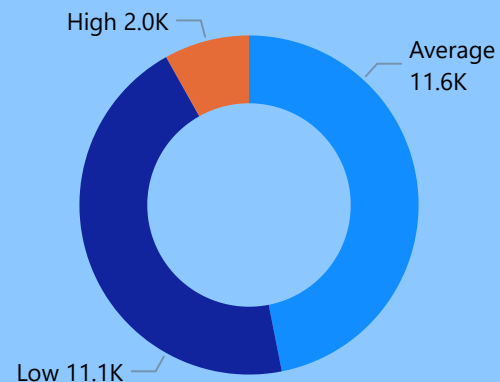
Total Revenue

\$12.4K

## Orders by Occupation



## Orders by Income Level



CustomerKey	Full Name	Total Orders	Total Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
Total		1,272	\$615,329